



Stephen Timms MP
Chair of the Work and Pensions Select Committee
House of Commons
Palace of Westminster
London, SW1A 0AA

30 June 2022

Dear Stephen,

Thank you for your letter dated 22 June 2022, in which you asked for more information regarding our Stronger Nudge evaluation and pensions guidance services. I am happy to provide further evidence as requested.

In your letter, you asked if it were my view that an earlier nudge would be more effective. MaPS is responsible for the implementation of Stronger Nudge and operates within the boundary set by the primary legislation. As mentioned in my previous letter, we are aware of the positive impact of earlier nudges, and we work with schemes and providers to encourage them to signpost to both MoneyHelper Pensions and Pension Wise at various points in the customer journey.

Stronger Nudge went live on 1 June 2022, so we need to wait to assess the full impact on our service. However, early estimates suggest around 3,500 appointments have already been booked via Stronger Nudge to date. Outside of this, we are constantly working to drive up the take-up of Pension Wise guidance and have seen a steady increase since it launched in 2015.

You asked for more information regarding our capacity to deliver pensions guidance appointments. In the coming year, we have set capacity to deliver 205,000 Pension Guidance sessions and to arrange 250,000 Pension Wise appointments (this also includes completed pension freedoms self-service journeys). This compares to the 2021/22 levels of 205,000 and 215,000 respectively.

We operate within the budget envelope set by government and our levy funding, and volume figures reflect our available resource. We also support people digitally, which many find preferable, and we are aiming for 700,000 completions of pension guidance digital tools this year, including budget planning and pension forecasting.

Through our MoneyHelper pensions guidance and Pension Wise activity, we are playing a part – alongside many other partners and organisations – in supporting people to have the information, tools, and confidence they need to make the right decisions for and in later life. As mentioned in your letter, our guidance helps contribute to the national goal outlined in our UK Strategy for Financial Wellbeing for five million more people to understand enough to plan for later life. This scale of change can only take place within the wider system, and the work of many organisations beyond MaPS are needed to achieve this goal.

You also referred to our media and marketing spend for our pensions guidance services. Since the service was launched in 2015, Pension Wise has relied on paid marketing to generate volume to the service to meet annual targets (in 21/22 media spend of £2.75m was approximately a third lower than historic levels of around £4.1m). Pensions Guidance has had no budget for paid media historically and relied on no cost

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activity (such as Search Engine Optimisation, signposting and PR) to generate the demand needed to meet annual performance targets.

As all pensions content now sits together on the MoneyHelper website, and Pension Wise is positioned as a service from MoneyHelper, our paid media helps to introduce people to our wider pensions offering creating a halo for our Pension Guidance services.

Subject to approval, our strategy moving in to 2023/24 is to pull all our pensions services closer together through a 'single pensions front door' and support this through a joined up MoneyHelper pensions campaign.

I hope you find this information useful. Please let me know if you have any further questions.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'C. Siarkiewicz'.

Caroline Siarkiewicz
Chief Executive Officer



Work and Pensions Committee

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Caroline Siarkiewicz
Chief Executive
Money and Pensions Service

From the Chair

22 June 2022

Dear Caroline

Thank you for your further letter on the Stronger Nudge evaluation, in which you explained that the timing of the stronger nudge was pre-defined in primary legislation. You said you were aware of the positive impact of an earlier nudge and were working with schemes to encourage this. Is it your view that an earlier nudge would be more effective?

The Committee would also be very grateful if you could provide further information to help us better understand the extent of usage of pensions guidance:

- You told us you had capacity to deliver 455,000 personalised pensions guidance appointments in 2021/22. Have you done any analysis of whether this is optimal? For example, how does it fit with your national goal of having 5 million more people understanding enough to plan for later life? If you have developed a journey plan, with milestones, to reach this national goal, we would be grateful if you could share that with us.
- Your Business Plan shows that in 2021/22, spending on media and marketing for Money Helper pensions guidance was significantly lower (£2,000) than for Pension Wise (£2,752,000). Can you explain why this is the case?

We would be grateful for a response by Wednesday 13 July.

Yours sincerely,

Rt Hon Stephen Timms MP
Chair